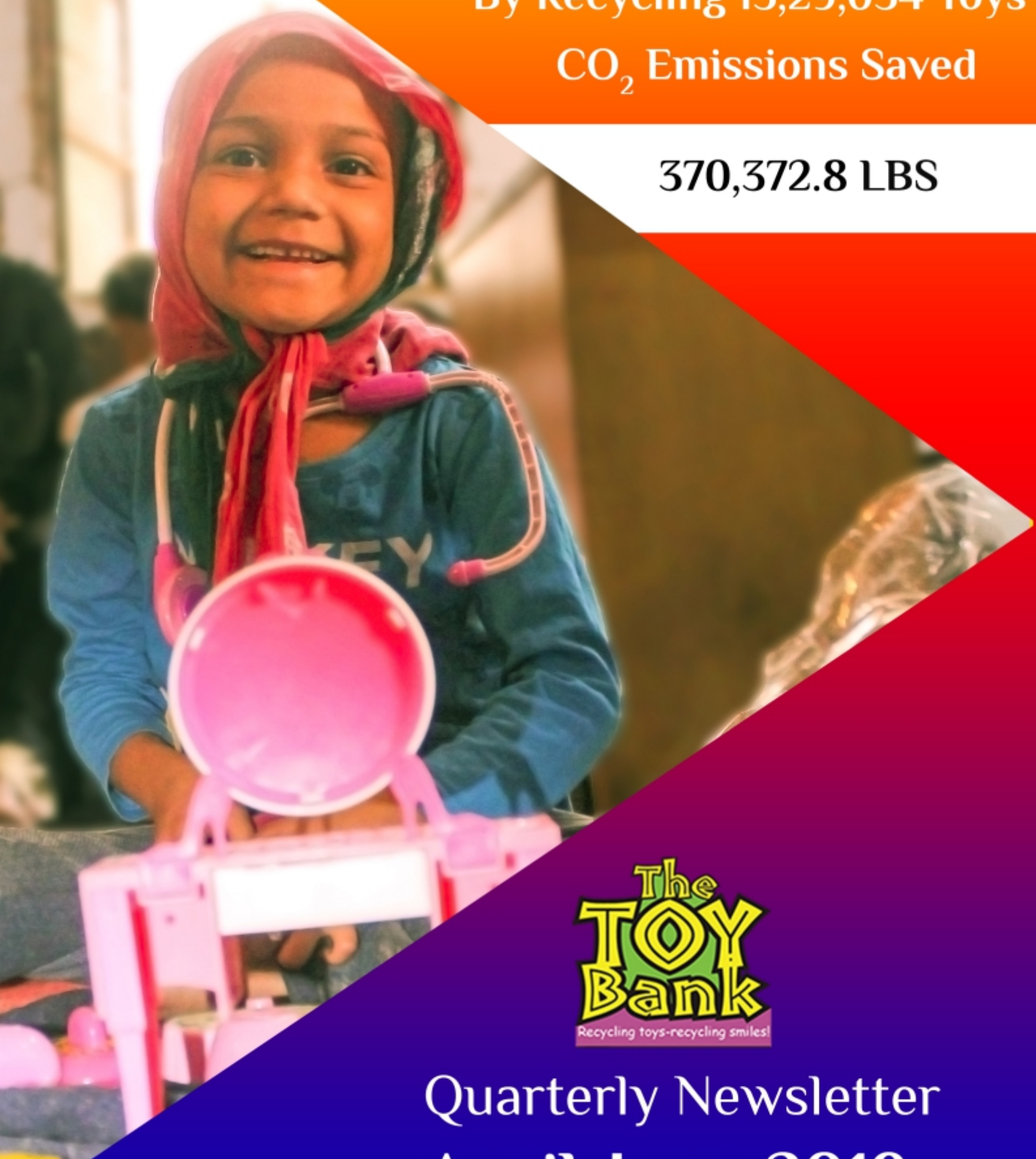




By Recycling 15,29,054 Toys
CO₂ Emissions Saved

370,372.8 LBS



Quarterly Newsletter
April-June 2019

MESSAGE FROM THE DIRECTOR



Over the past decade, we have become more aware about the environmental and social impacts of our daily actions. We are just beginning to understand how for most businesses out there, there is a significant trade-off between what is good for the financial bottom line or what is healthy for our communities and our planet. There are the upstream impacts such as the carbon emissions from manufacturing, packaging and shipping, and the downstream impacts such as transport and disposal, typically to landfills.

The Indian Toy industry is at INR150 crores and is set to grow at 25% due to the rising global demand. With a market size of 250 crores, where 10% constitutes the organised sector and 90% the unorganized sector. Meaning, 90% of the toy share comes from unregulated sources where most toys are plastic. For plastic toys, those landfills will be their home soon.

Unlike other common man-made polymers, toys are difficult to recycle, making reuse pretty much the only alternative to lessen their environmental footprint. And as an immediate solution to this issue; The Toy Bank provides a real solution to this trade-off dilemma by taking gently used toys from those who have no more use for them and placing them into the hands of those in need. The impact is direct, local and profound, and allows all parties involved to become engaged in a new way of dealing with waste while addressing social challenges.

Recycling/re-using/upcycling toys can minimize the rate of global climate change by reducing the extraction of raw materials from the earth and the amount of fossil fuel burnt in the manufacturing process. Waste prevention is even more effective — like recycling, it diminishes the need for raw materials, saves energy and fossil fuels, and diverts materials away from landfills and incinerators.

Till now, we have expanded to 26 states/3UTs in India where we have created 5,160 Toy Libraries for more than five lakh children. And, by recycling 15 lakh toys, we have saved 370,372.8 LBS of carbon emission.

Director
Vidyun Goel
The Toy Bank

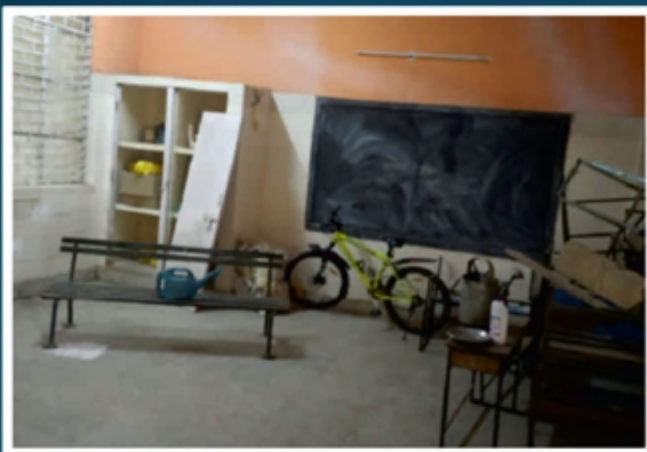
Safe Playrooms in schools of Municipal Corporation of Delhi

The Toy Bank has created two Safe Playrooms in Delhi MCD schools of Kailash Colony and Malviya Nagar. A well- equipped room with child-friendly infrastructure and age - appropriate toys and board games to enable every child to participate in free play and recreational activities.

Play sessions were conducted in the playroom during the summer break with grade 3rd, 4th and 5th under the *Mission Buniyaad Project* i.e. to improve the learning levels of primary classes. It has been a great success. The days were filled with excitement as students are getting introduced to a new array of opportunities. When they visited the playroom for the first time, they could not contain their happiness with the fact that they will be getting an opportunity to play with these amazing toys

Jyoti, a ten-year-old girl from Nigam Pratibha Vidyalaya, Malviya Nagar said, *“Didi, I love to coming here, it is like a toy world here”*.

The playroom consists of huge variety of toys, board games, soft toys, life skill games and educational aid that will benefit the children in the development of social skills and encourages creativity. Children involve in participatory learning, for example, building a zoo with building blocks and animal set, singing and playing with guitar, Casio and drum, solving a puzzle and many more. New words, animal name, colour name and good habits are nurtured through play. The playroom is not only for leisure activity but also for the holistic development of child.



Before



After



Stories of Change

"I am always keen to solve Rubik's cube but, I hardly get to play with it. Although I cannot solve it fully, I am still amazed that I could solve it partially." - Roji, an 11-year student from grade fourth.

The Rubik cube is a simple puzzle to sharpen your brain. It improves your hand-eye coordination and concentration. Rubik is an open-ended puzzle that needs no instructions and enhances the problem-solving abilities of the child as they attempt multiple numbers of times to solve it.

About 90% of the children studying in government schools crave to learn new ideas and concepts. But, the old-fashioned rote learning in the schools constricts their opportunities to learn and reflect critically or creatively. The safe playroom is a step towards building curiosity and learning new concepts where a variety of toys, board games and storybooks are utilized. Roji, who was never happy to visit the school is now always excited to visit and learn by play-way-method.

The Playroom is a step towards enhancing the skills of the children through play. Through these safe playrooms, we aim to provide enough space for students like Roji to develop social, cognitive, physical and emotional skills that form the foundation needed to have a healthy future.



Workshop on Hand wash Technique



Cleanliness is an important aspect in an individual's life. Studies show that 90% of the germs that cause diseases get transmitted via physical contact. Children, especially those under ten years of age are particularly more vulnerable to catch an illness than adults. Hygiene practices are particularly difficult to change in children and especially community situated in or near slum areas. The polluted environment is the breeding ground for germs and disease-bearing insects. Half a million children worldwide are debilitated by diseases such as malaria, diarrhea, dengue and others. Most communities in India have no proper knowledge of good hygiene practices and healthy lifestyle.

The Toy Bank has carried out a workshop on 8 steps to wash hand properly in schools of Municipal Corporation of Delhi on 30th May 2019. The objective of the workshop is to sensitize and stimulate good hygiene practices among the students.

Children were summarized with the term cleanliness and good health and made aware of the pathogens that surround all of us which are responsible for causing diseases like common cold and flu. They were also educated with the essential need to keep themselves and their surroundings clean.

The students actively participated in the session by answering basic questions like how many times do they wash hands, take a bath and brush their teeth. They even quoted instances of them getting ill due to typhoid or common cold. It is essential to implant good hygiene practices from their childhood days. The good habits of a child's early training form the foundation for his future and sustain him in his later life.

Toy Libraries in Tamil Nadu



Play has a very crucial role in developing different skills and abilities in children. Engaging children in playful activities supports them to strengthen their language skills to communicate with each other, strategies to play and win, and social skills to cooperate and sharing. To accomplish this, The Toy Bank has created 5 Toy Libraries in partnership with SCOPE India to benefit 270 children in Villupuram, Tamil Nadu. Variety of toys, board games, storybooks and other educational aid will allow the children to engage in individual, group and pretend play to reach development milestones.

Creating joy in Delhi



It's always good to receive a request from past collaborators to create a Toy Library in their centres. The joy of hearing their request to build more Toy Libraries is what keeps us going despite the various challenges we face. Similarly, we have received a request from Saksham Foundation to create the Toy Library in one of their learning centres for 100 children. The toys will keep the children more involved in their centres. It will also help in increasing the attendance and reduction in the drop-out rate of the children.

Stress free Nagaland



In Nagaland, more than 70% of the population lives in rural area with inadequate school infrastructure. People in rural areas are mostly poor where families are unable to pay for basic expenses like uniform, books, etc. and children may travel for more than an hour each way by public transport to school. It led to less enrollment and increase in the drop-out rate in the school. Between schoolwork, travelling, homework and other issues, students are stressed out and will have mood swings. It becomes necessary to provide healthy playtime where every student is involved in free play and recreational activities.

And, to make school stress free Chakesang Women Welfare Society and Peace Channel has collaborated with us to create Toy Libraries in the schools and learning centers. More than 100 children will be benefitted from the libraries. The libraries will cater to the children belonging to economically weaker who do not have any access to toys and board games. The creation of the library will allow the children to play together freely which will enhance their language, numeracy and life skills.

Free play in Delhi



Play is a therapy which provides energy in the child and releases tension. It enables the child to engage in free play and overcome frustrations due to various reasons like neglect, exposure to disturbed home. Play therapy is a therapeutic process that allows the children to express their feelings and connect with their playmates in a positive way.

And, to empower free play among the children of Mukandpur, Delhi we have created Toy Library in the Learning Centre to advantage 50 children in collaboration with KHUSHI NGO. Toys, board games and storybooks will create a positive atmosphere to try new things, express themselves and learn to socialize with others.

Play sessions in Observation Home for Boys



The Observation Home is a place for improving the attitudes and behaviour of the inmates. It performs a significant role in rehabilitating the delinquent children, by transforming their mindset to become a worthy citizen of the country. Children living in Observation Homes should render with a better social environment for their optimal growth.

To achieve the optimal growth, The Toy Bank has created a Toy Library in Observation Home for Boys in Greater Noida in collaboration with SADRAG. The library will act as a therapy for the children. Different variety of board games will allow the inmates to develop skills and keeping physically and mentally fit by engaging them in free play and recreational activities.

Educative Toy Libraries in Uttar Pradesh



Many children in India still do not have any access to any toys and games. And, it plays an essential ingredient in the child's holistic development.

We have been able to build Toy Libraries for more than 250 children from the age-group 5 to 15 years in partnership with Ek-Sankalp. The access to toys, soft toys, board games, storybooks and educational aid allows the children to develop cognitive, social, emotional and linguistic skills.

Play begins in Bihar



As per UNICEF website, 88.7 per cent of Bihar population resides in rural areas leaving 19.13 million children from the age-group 0-6 years. Bihar is one of the poorest states of India with 33.7 per cent of the population living in poverty. The enrollment rate of the students in schools and Anganwadis is low due to child labour, lack of awareness, poor or no proper facilities and various other reasons. Many children in Bihar have No access to toys, board games and educational aid.

The Toy Bank has created Toy Libraries in Tribal School, Anganwadis and Government Elementary schools of Bihar for 380 children who do not have any access to toys, board games and educational aid. The Toy Libraries will help the teacher to engage and encourage all the children to learn different skills through play. And, hence increase in the enrollment rate of the children in schools and Anganwadis.

Toy Bank in Himachal Pradesh



We are supremely happy to enter one more state. The Toy Library was successfully created in collaboration with Jagdamba Technical Social Organisation for 295 children.

The Toy Libraries will help the children from the age group of 2 to 6 years. It will benefit the community development program including the Anganwadi centres and primary schools to decrease the school dropouts, support in therapy sessions as well as creating awareness through sports and games.

Collection Drives in Schools in Delhi



We had organized collection drives in the schools across Delhi-NCR. One of the most encouraging aspects was that the children were extremely happy and interested in donating their favourite toys and books to the underprivileged children in need, which not only included their used and discarded toys but also their current favourite that they play with.

Since the school which would manage to collect the maximum number of toys was promised a trophy, we saw an increased interest among the children to organize the collection drive and collect as many toys as possible. We thank all the schools which participated in the collection drive and supported us immensely.

Manav Bharti India
International School

Pathways School,
Noida

Bal Bharti Public
School, Pitampura

VSPK International
School, Rohini

Vidya Bharti Public
School, Rohini

Statistics for this Quarter

Number of Children
Impacted
1,682

Number of Toy
Libraries created
26

Number of
Toy Kits
72

Number of Organisations
Partnered with
9

Number of Children
Sensitized
10,000

Total Number of Carbon
Emission Saved
143.002366 LBS

Contact us

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- Follow Us on Website: www.toybank.in
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- Twitter: <https://twitter.com/TheToyBank>
- Instagram: [bankthetoy](https://www.instagram.com/bankthetoy)

